

Message Text

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PAGE 01 AMSTER 00671 080722Z
ACTION EUR-12

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FM AMCONSUL AMSTERDAM
TO USDOC WASHDC
INFO SECSTATE WASHDC 3524
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS AMSTERDAM 671
COMMERCE PLEASE INFORM PETER FIELD OIM/BIC/DIBA, EXT. 3357,
AND OPIOS

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: LICENSING, JOINT VENTURE, MARKETING OPPORTUNITY: HAGEMEYER NV

REF: A) 1977 USDOC 24765 AND PREVIOUS: B) AMSTERDAM 522 AND PREVIOUS

1. HAGEMEYER NV HAS EXPRESSED AN INTEREST IN CONTACTING AMERICAN MANUFACTURERS FOR MARKETING OF NEWLY DEVELOPED HEATING AND MEASURING EQUIPMENT, ESP. ELECTRICAL INDUSTRIAL FURNACES, OVENS AND HEATING EQUIPMENT, INFRARED EQUIPMENT, SMALL PORTABLE MEASURING INSTRUMENTS (OPTICAL, LASER AND DIGITAL), CALIBRATORS, AND MEASURING EQUIPMENT FOR TEMPERATURE, OHMS, SPEED AND MATERIALS.

2. BACKGROUND:
HAGEMEYER NV, RIJKSWEG 69, 1411 GE NAARDEN, THE NETHERLANDS, IS A WORLDWIDE TRADING AND MANUFACTURING COMPANY ESTABLISHED IN 1900, WITH 94 TRADING AND MANUFACTURING SUBSIDIARIES, TOTAL STAFF OF 6,663 AND COMBINED 1977 SALES OF ABOUT 700 MILLION DOLLARS. ACTIVITIES ARE PRIMARILY CONCENTRATED IN THE FAR EAST, AFRICA AND WESTERN EUROPE. AT PRESENT, HAGEMEYER IS MAINLY INVOLVED IN CONSUMER GOODS. HOWEVER, COMPANY IS NOW INTERESTED IN EXPLORING ABOVE-MENTIONED FIELDS. CONSULATE IS UNCERTAIN WHETHER HAGEMEYER IS, IN FACT, PREPARED TO MOVE
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INTO HIGH TECHNOLOGY FIELDS FROM THEIR PRESENT BASE OF CONSUMER GOODS AND GENERAL TRADING ACTIVITIES. HOWEVER, GIVEN IMPORTANCE OF FIRM, WE ARE VERY INTERESTED IN AIDING IN THEIR EXPLORATORY EFFORT. AS A RESULT OF PREVIOUS USDOC/POST EFFORTS, HAGEMEYER CURRENTLY IS IN AN ADVANCED STAGE OF NEGOTIATING LICENSING AND/OR TRADING ARRANGEMENTS WITH SEVERAL US MANUFACTURERS. (SEE REFTEL B.)

3. ACTION REQUESTED:

COMMERCE PLEASE PASS THIS INQUIRY TO SELECT US COMPANIES. INTERESTED FIRMS SHOULD BE ADVISED TO CONTACT HAGEMEYER NV THROUGH THE AMERICAN CONSULATE GENERAL AT AMSTERDAM, OR TO WRITE DIRECTLY TO HAGEMEYER S PROJECT MANAGER, MR. L.G. BOSSAERS, DIRECTOR OF BOBE BV, POBOX 30, 1670 AA MEDEMBLIK, THE NETHERLANDS, PHONE (02274) 2044, TELEX 57091, WITH A COPY TO THIS OFFICE.
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